

Issue 19 October - December 2012

Quarterly Travel Newsletter

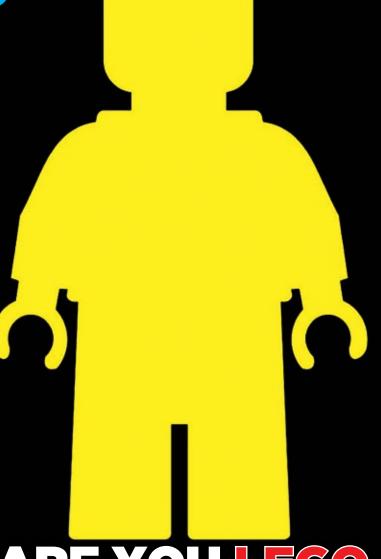
by Sri Sutra Travel Sdn Bhd



Explore
The Egypt
Tresure

Great

Travel Education Course



ARE YOU LEGO



inside

Theme Park Holiday

Next stop for Theme Park experience is Legoland in Johor. It is the most dynamic attraction in Malaysia yet to explore. This is the right time for our international and domestic travelers to bring their kids during school holiday with attractive offers by us. The package is compliment with Universal Studio Singapore. This is 2 in 1 experiences of Theme Park excitement.



Great Course

Certificate in Reservation & Ticketing is to helps our fresh graduates and practioners to enhance their skills in service industry. Computer Reserva-tion System (CRS) is used for the reservations of a particular airline and interface with a Global Distribution System (GDS) which supports travel agencies and other distribution channels in making reservation for most major airlines in sinale system.



Winter in London

Winter in London is a wonderful time! From ice-skating to hot chocolate, you can indulge in some fantastic festive activities in the UK capital. And if the weather turns bad, London's indoor attractions are among the best in the world. he best way to beat the winter blues is to get outside and get the blood pumping. It's also a great way to burn up any surplus energy! London has hundreds of parks and outdoor spaces for you and the kids to explore.



SUTRA in News

Dream come true for Mrs Gan Kam Yew, won an all expenses paid holiday for two to Auckland, comprising return tickets to Auckland and sponsored package by Sri Sutra Travel. Present were Sri Sutra Travel GMD YBhg Dato'Syed Razif Syed Yasin, MAS VP Strategic Comunication Nor Azlinda Ahmad and Tourism NZ Regioanl Manager Ms Mischa Mannix-Opie during the prize giving ceremony.



FRESHLY REVAMPED



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Whether for Leisure or Business,
Sri Sutra Travel offers you the best in travel...

OUR PRODUCTS

- Over 100,000 Travel Products (Accomodation & Transportation)
- Travel Insurance

OUR SERVICES

- Worldwide Ticketing Reservation
- Worldwide Hotels Reservation
- Worldwide Ground Transportation
- Airport Transfer
- Visa Application
- + Many other Travel Products and Travel Related Services.

Fully Licensed & Registered with

- Ministry of Tourism (KPL No: 1422)
- Ministry of Finance (No. KB 494/357-30701 JD2)
- Petroliam Nasional Berhad (PETRONAS) (No. RVB/06 3134)
- Malaysia Franchise Association (MFA) (No. OFO-0608-04-TRV)
- Bumiputra Association of Tour and Travel Agent (BUMITRA) (No.083)
- Malaysian Association of Tour and Travel Agent (MATTA) (No.FT/M/0222)
- International Air Transport Association (IATA) (IATA Code: 2030339)



Sutra.my is an online hotel booking and travel website designed to bring the latest information and guides for booking flights, hotels and travel services worldwide.

Initially, this might seem like just another online travel website to add to thousands of currently existing travel websites out thereso finding a way to stand out was the most important aspect in the development of such a project. The use of new online technologies is one way to get ahead of the competition and to be in partnership with some of the biggest names in the travel industry is also an added bonus.

The new hotel and flight booking website aims to bring a wide range of services and will cater for large business groups, personal trips, family vacations and first time online travel bookers. It will also offer detailed and up-to-date hotel information and travel guides to the cities and countries that are

featured on the website. Visitors have to be given what they want in an instant, to easily navigate the system and to find exactly what they need without hassle. If the experience is a comfortable one, visitors will often share it with friends and come back to make bookings again in the future.

Visitors can find the destination country required and browse through the major hotel cities with the search engine, which all have detailed pages, hotel information, flight search and travel guides.

For more information on booking hotels, flight and car rentals, or to get a hotel featured on our website, please visit us at http://www.sutra.my.



Which child does not dream of becoming a knight, an explorer, a test driver or a pilot and entering into a fascinating world of adventure? At LEGOLAND® Malaysia, children can slip into the roles of their heroes and do things that normally only the grown-ups are allowed to do – like taking their first driving test, competing in a jousting tournament, jet skiing across the water at breakneck speed, or designing and programming LEGO® robots. It takes twelve hours just to ride on all the LEGOLAND attractions, watch all the shows and 4D films and take part in all the workshops – and that is just the actual ride and performance time. The LEGOLAND park has lots to offer for families with children between the ages of three and 13 looking for adventure – enough for several days of fun and action.

Opening at the end of 2012, LEGOLAND Malaysia will be the 1st LEGOLAND in Asia and 1st International park in Malaysia. The high level of quality and focus on service at LEGOLAND Malaysia guarantee parents a first-class park experience with all-round entertainment value. For children, a visit to LEGOLAND means the fulfilment of their dreams.

To meet with the demand on LEGOLAND package, SUTRA has designed attractive itinerary to our clientele to visit LEGOLAND. LEGOLAND® Malaysia is a family theme park designed for families with children ages 2 to 12 years old and contains more than 40 interactive rides, shows and attractions. The first LEGOLAND Park in Asia is strategically located at the heart of the Iskandar region with easy access from anywhere in Johor. The Iskandar Coastal Highway provides great accessibility for traveller and connects the centre of Johor to LEGOLAND Malaysia in just under 10 minutes. LEGOLAND® Malaysia is open most of the day in 2012 from 10 am until 6 pm. Longer opening hours apply on weekends, during school and public holidays. Attractions (except MINILAND) are closing one hour prior to park closing-time. Restaurant and shop hours may vary due to visitor appearance.

HOW TO GET THERE:

From the North-South Highway / Senai Airport

Take Tuas / Nusajaya / Pontian / Tanjung Pelepas EXIT 253 > Proceed to Nusajaya EXIT 312 > LEGOLAND® Malaysia signage will lead you to the destination!

From Johor Bahru / CIQ / Singapore via the Coastal Highway

From Danga Bay, proceed straight via the Coastal Highway > Proceed all the way to Nusajaya > LEGOLAND Malaysia will be seen before reaching Kota Iskandar

From Singapore via the Tuas Second Link- Proceed until you see the Nusajaya EXIT 312 > You will see LEGOLAND Malaysia signage GPS: 1° 28' 80" N 103° 35' 30" E.

Universal Studios Singapore

Planning for an event that is inspiring and memorable? You have come to the right place. Universal Studios Singapore, a one-of-a-kind movie theme park, will make your events spectacular. Every event can be customized to meet your needs, including unique menus, 'live' entertainment, as well as exhilarrating attractions such as Shrek 4-D Adventure®, Revenge of the Mummy®, Monster Rock™ at Pantages Hollywood Theater™ and many more. Any event held in Universal Studios Singapore immediately transforms the ordinary and becomes an unforgettable and exciting experience.

Send your staff on a mission that takes them all the way from the streets of New York to the pyramids in Ancient Egypt! Held at the region's first world-class movie theme park, the Scavenger Hunt Team-Building Program at Universal Studios Singapore® creates a unique and dynamic team bonding experience unlike any other. Leave the office behind and scour the theme park as a team. Universal Studios Singapore - the only place where you can work and still have fun! "Let your imagination run wild and we'll make it happen! Organize your party or event in the seven outstanding movie-themed zones at Universal Studios Singapore and customise it with access to world-first rides and attractions such as TRANSFORMERS The Ride: The Ultimate 3D Battle and Madagascar: A Crate Adventure. You can also enjoy an amazing array of other action-packed shows including Shrek 4D Adventure and Water World™.

When we help plan your event, watch it transform from the ordinary into an unforgettable night of movie-themed excitement!



FASCINATING

Situated on the beautiful island of Borneo, Sabah is one of the thirteen states which Malaysia is made of. Sabah is the second largest state in Malaysia and shares the island of Borneo with Sarawak, Brunei, and Indonesian Kalimantan.

Sabah is richly blessed with nature diversity, unique cultures, fun adventure, beautiful beaches, and fantastic cuisines for the adventurous taste buds. We have it all, from the world's largest flower - the Rafflesia, one of the highest mountains is South East Asia - Mount Kinabalu, to one of the world's top dive sites - Sipadan Island.

Not only will you be amazed by the places to see and things to do here, you will also be treated with unique Sabahan hospitality. Explore the unique culture and tradition of Sabah and get ready to experience sweet memories to last a lifetime!



3D2N FASCINATING SABAH

Highlights:

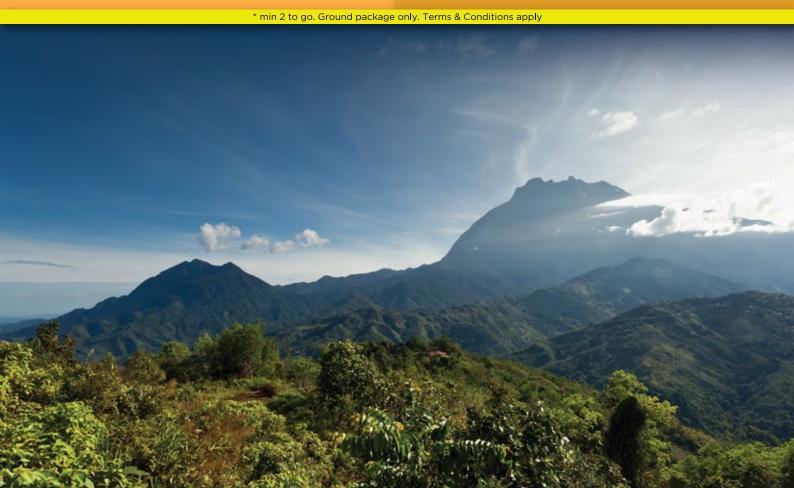
1. Kinabalu City Tour & Cultural Night Show

4D3N FASCINATING SABAH

- Highlights:

 1. Kinabalu City Tour & Cultural Night Show

1480°





Head to New Zealand for a fun-filled holiday experience. There'll be no shortage of activities for vacations regardless of age or fitness. Get behind the wheels for a leisurely drive and marvel at the breathtaking attractions along the way. Or you can sit back, relax and enjoy a guided tour showcasing awe-inspiring sights and awesome adventure.

Experience New Zealand now!

4D/4N Self-Drive Experience

- ALL INCLUSIVE 4 days vehicle rental pick up /drop off Auckland
- 4 nights **ACCOMMODATION** of you choice using Golden Chain BLUE Motel Pass in the North Island

from 1, 166

5D/4N Northern Delights

- All **SEAT-IN-COACH** transporation throughout your tour starting from arrival into Auckland
- ACCOMMODATION based Auckland: 2 nights and Roturua: 2 nights
- Entrance and tour of Waitomo Glowworm Caves
- Half day sightseeing of Roturua inclusive of entrance to Agrodome, Te Puia and Rainbow Springs

Book NOW! Call: 03-4026 6677 E-mail: tours@sutra.my

*Packages are WITHOUT AIRFARE and prices are valid for sale upto 30 NOV 12 and for travel upto 30 MAR 13. All prices & information are correct at the time of printing. Subject to changes without notice. Peak season surcharges will apply. Sutra's normal terms & conditions apply, please see website - www.sutra.my





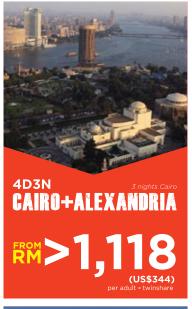


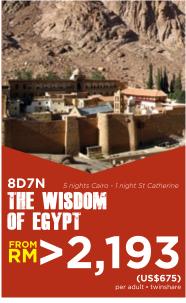
100% PURE NEW ZEALAND

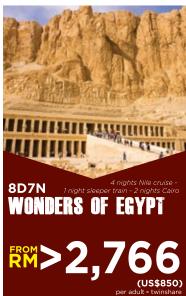
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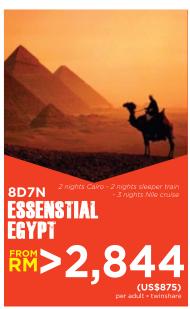


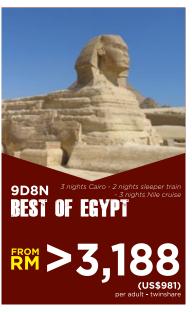




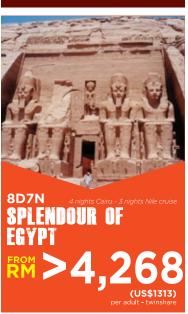
















Egypt offers you a rich cultural experience that spans thousands of years of history and the continuous practice of age old traditions. Walk into the vestibules of the ancients; explore Ancient Egyptian temples, tombs and other monuments. Get lost in time, visit museums that display thousands of ancient artefacts such as coins, ceramic art, busts of ancient emperors, mosaics, sarcophagi and mummies.

Get enchanted by Ancient Egyptian myths during a sound and light show at the Temple of Philae or Abu-Simbel. Walk along ancient bazaars to shop in a traditional atmosphere and haggle for deals. Smoke hookahs and drink tea in old cafes as you watch living history pass by as it has for centuries in Egypt. Immerse yourself in the spectacle that is Egypt.



Our Corporate Website or B2C Portal "Sutra.my" is one of the major gateways to our products & services. It is backed and supported by a powerful and robust travel engine which enables you to perform the bookings & reservations for the following:

- Flights
- Hotels
- Flight + Hotel
- Transfers

A flight deal from Sutra Online offers you the ultimate flexible holiday. If you want the freedom to choose every element of your holiday then a flights only deal is the perfect choice.

If you are looking for a flexible holiday in the best price and luxury, a hotel deal from Sutra Online will give you just that. You can create your ideal holiday, with every last detail perfect for you.

In addition to the above, the website also caters for the Tours functionality; you can learn more and do the bookings for various tours online. We offer following types of tours:

- Free & Easy
- Planned Tours
- **Group Series**

Free & Easy

We offer a wide range of Free & Easy packages covering the destinations worldwide. Our Free & Easy packages include:

- Choice of Transportation
- Choice of Accommodation
- Transfer (Terminal/Hotel/Terminal)

With our Free & Easy packages, there is no daily scheduled itinerary, so you are free to explore at your own pace and leverage what you want out of each day. The only planned itinerary is one that outlines what days and times you travel to your destination. You have the following choices of programs for your free & easy packages; you can opt for any program and enjoy your travel:

- Half Day Tour
- Full Day Tour
- Rent a Car Limousine Service

Planned Tour

We offer a wide range of Planned Tours covering the destinations worldwide. Our Planned Tours

- Choice of Transportation
- Choice of Ground Arrangement

Our Planned Tours are designed by our travel experts to enable you to leverage the best out of your trip. Planned tours are usually a detailed, orderly plan of a journey that lists the places that will be seen including the related activities. It also takes into account airport pick-up and drop, hotel room bookings, breakfast and dinner with local siahtseeina.

We design our tours based on a particular theme to match your taste and requirements. Some of the themes are Honeymoon, City Lifestyles, History & Culture and more.

Group Series

Our Group Series packages are custom designed to fit your needs. We can accommodate groups of family, co-workers, members of a corporate or community organization or anyone looking for adventure and fun, we will tailor the tour for your specific needs such that you can leverage the most out of your travel.

Sutra.my Freshly Revamped

Sutra has always focused on improvising and enhancing the existing offerings and services on all the forefronts, we strive very hard to innovate and improve the spectrum of our services for providing improved experience to our customers. In the context we have recently released an improved version of our corporate (B2C) website. Some of the major upgrades it includes are:

- Improved website interface in terms of design and navigation
- Completely revamped Tours functionality
- Creation of a separate section for our "Other Travel Related Services"
- Revamping of "About Us" section
- Improvements in "Careers" & "Contact Us" sections

Improve Website Interface

1430

SUTRA.

In order to ease the experience of navigation on the website for visitors, we have introduced a new navigation menu in the header section of the website which is accessible consistently throughout the website to the visitors. "Our Offerings" section highlights our major products & services divided in the following clearly distinct areas:

- Travel
- Tours

60

Other Services

Revamped Tours Functionality

The tour related pages of the website are now more users friendly and contain high resolution imagery. The overall navigation & searching experience has also been improved a lot. You now have the option to search the tours by Country, City and Travel Options. You can download the printable PDF containing the complete tour information and can also sign-up via the online booking form.

Other Travel Services

A new section has been dedicated for our other travel related services. Currently it includes the following services and we will continue to add more in future:

- Roaming Services
- Travel Insurance
- Visa Application
- **Butler Services**

Improvements in Other Sections

The about us section now features our memberships, airline partners, some of our major clients, merits & awards which Sutra has received over the last few years and major milestones. In addition to that Careers and Contact Us sections have also been improvised.

SUTRA TRAVEL 360 PORTA

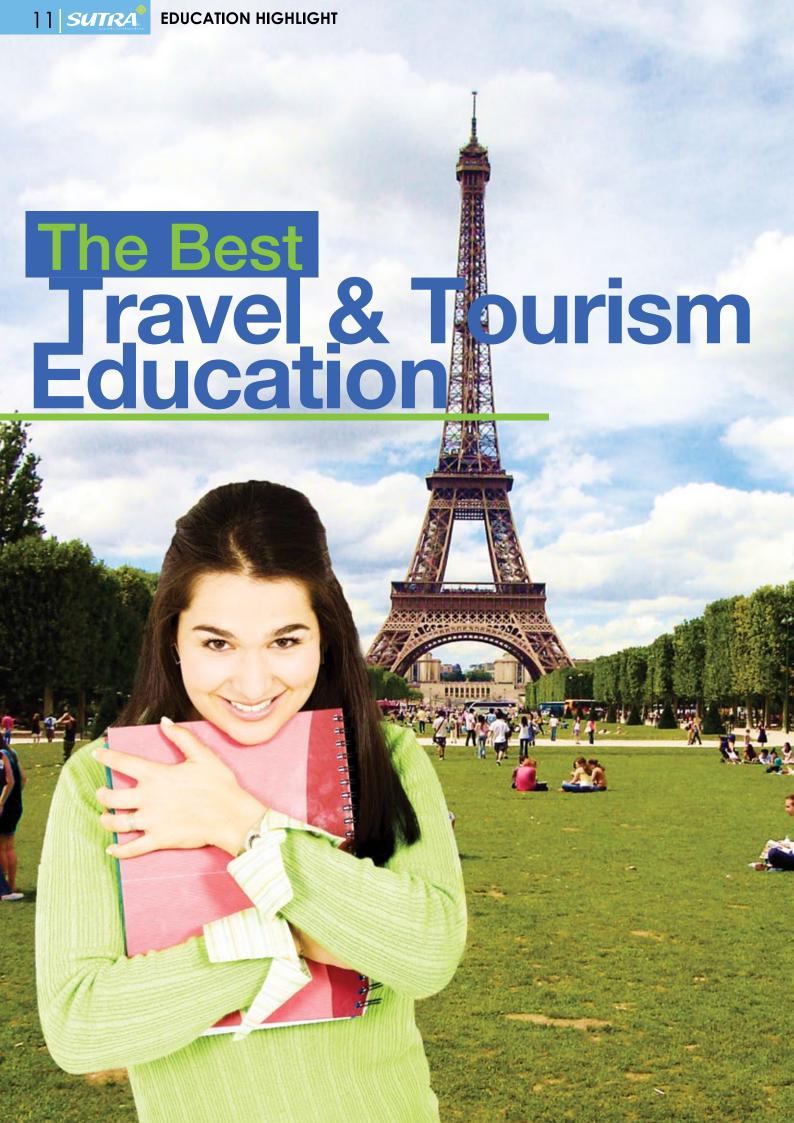


Sutra is proud to introduce you to our travel management solution Sutra Travel 360 Portal. Sutra Travel 360 enables you to control travel costs with policy-driven travel management while optimizing and improving overall travel workflow for your organization. You will attain immediate and ongoing savings, greater transparency, increased efficiency, higher flexibility and extensive reporting functionality. You can manage your entire trip lifecycle to ensure compliance with sustainable, cost-conscious solution – all while making it easier for employees to conduct travel – with our 360 Travel Management suite.

Following are some of the core features and advantages of adopting Sutra Travel 360 Portal for your organization:

- Link all phases of travel management into a single, streamlined process
- Improved visibility into travel costs via real-time reports with an ability to drill-down information to get detailed insight on airline bookings, hotel reservations or transfers
- Direct connectivity with all the major GDS & travel providers to ensure that you get the most optimized prices resulting in greater cost savings
- The solution is integrated with & backed by the major banks so you enjoy longer credit period, thus resulting in improved cash flow
- Ability to analyze and redefine your company's current travel policies
- The easy to use web based interface of the application is customizable and adaptable to your organization's brand identity and corporate design guidelines
- 24/7 availability of the system, accessible anywhere in the world
- Dedicated customer support backed by Sutra Call Center

The best element of the value proposition is that there is no investment involved or hidden expenses in implementing this solution; its free to setup and you can get up and running within a week. To learn more about the solution please visit our website sutraonline.my or contact us directly via the contact form on our website.







Certificate in

Reservation & Ticketing

Prospects of the Industry

Airline industry is vast and filled with competition within the country, as well as from international companies. The lifestyle standards of Malaysian have raised manifolds and also Malaysia being the land of heritage and culture; attracts a lot of foreigners around the year. Therefore airline industry requires the services of well educated and skilled employees. After successful completion of the ticketing course an aspirant can apply for jobs with various national and international airlines or can also work with various travel and ticketing companies.

Computer Reservation System (CRS) is used for the reservations of a particular airline and interfaces with a Global Distribution System (GDS) which supports travel agencies and other distribution channels in making reservation for most major airlines in a single system.

Functions of GDS:

- Inventory Management where it contains all flights with their available seats.
- Availability Display and Reservation (PNR) where it contains all offered flights for a particular city-pair with their available seats in the different booking classes.
- Fare Quote and Ticketing

Benefits:

- The Air ticketing course gives training in the areas of booking and reserving tickets for schedule airline flights. The aspirant learns the tactics of guiding and helping the customers in planning the route and other necessary arrangements for the itinerary.
- With the unprecedented growth in the service industry, interest in the professional courses has increased among students. Air ticketing course are no exception. Airline ticketing professionals cater to the needs of the increasingly mobile population of the globe.
- Applicants for reservations and transportation ticketing agent jobs are likely to encounter considerable competition, because the supply of qualified applicants will exceed the expected number of job openings.
- The jobs provide excellent travel benefits, and many people view airlines and other travel related jobs as glamorous.

Outcome Of The Course:

- Analyse GDS displays relevant to mileage system pricing
- Identify and price different journey types
- Read, interpret and apply fare rules
- Check minimum fare rules in pricing itineraries
- Use GDS to issue tickets for manually-priced reservations

Partner

Amadeus

Method of Payment:

Intake Session:

Entry requirements:

Course Outline:

Tuition Fees:

RM800 per person inclusive of notes, computer

Duration

Participants should be attending:

- Airline ticket agentsCall center agentsStudents or Graduates





Chr	istmas S	pectacular

An English Christmas Rm3,723
Christmas In Paris Superior Rm3,400
Christmas Markets Of Rm4,806

From

Austria Germany And

Switzerland

Christman In Ro

7 Days

8 Days

8 Days

8 Days Christmas In Paris Rm2,851

City Breaks: England, France and Italy

7 Days Winter In London Rm2,297 10 Days London, Paris & Rome Rm6,257

Italy Breakaway

10 Days Italian Discovery Rm6,328

Britain and Ireland

6 Days Real Britain Rm3,518 7 Days Irish Highlights Rm3,874

Central & Eastern Europe

10 Days Imperial Europe Rm5,346 10 Days Prague, Vienna And Rm5,165 Budapest

Spain, Portugal, Morocco & France

9 Days Best Of Morocco Rm4,500 9 Days Highlights Of France Rm6,163 and Barcelona 9 Days Spanish Wonder Rm5,161 Rm5,334 9 Days Spanish Wonder Family 9 Days Wonderful France Rm₆,432 Rm6,207 13 Days Highlight Of Spain & Portugal 16 Days Spain, Morocco & Portugal Rm7,870

From

Eastern Mediterranean

5 Days Jordan Experience Rm3,716 8 Davs Best Of Greece Rm4,343 Rm6,239 9 Days Best Of Egypt 9 Days Egyptian Voyager Rm6,360 12 Days Wonders Of Ancient Egypt Rm7,288 14 Days Best Of Turkey Rm4,691

Europe Discoveries

7 Days	European Highlights	Rm6,505
8 Days	European Dream	Rm5,167
8 Days	European Highlights	Rm2,851
	With Eurostar	
8 Days	European Traveller	Rm5,160
12 Days	European Whirl	Rm10,020
13 Days	European Whirl With	Rm11,333
	Furostar	

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COLOMBO / DHAKA	
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TAIPEI	633
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PERTH	800

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NEW YORK	

from per person
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2050
2850

1350

1524

1953

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from per person

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- Price includes return airfare but exclude airport taxes fuel surcharges, insurance and other fees.
- Terms and conditions apply

SYDNEY

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1030

1030

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KUWAIT

BEIRUT

BAHRAIN

KHARTOUM

+603 4026 6600

BOX

First letter

Dear Ms. Shoba,

I just want to thank to Sutra who made the trip to Queensland, Australia. I could have never imagined a trip so wonderful. The detailed planning made everything come off perfect and the trip even more memorable was everyone who was there and the effort from everyone to make every day fun and full.

My wife and I enjoyed it so much that we're already contemplating a return trip on our own.

Thank you again for making our trip to Queensland a memorable one and I hope in the future Sutra will make such wonderful trip.

Regards Wan Ahmad

Second letter

Dear Mr. Fairuz,

I would like to add my thanks to the list, my family will forever be grateful to Sutra for the excellent arrangement trip at Bandung. There are a lot of tourist attractions there, we had a great activity that was arrange by Sutra. We enjoyed the nature of Ciwidey's view, and in Ciwidey we had a warm water bathing also shopping at Cibaduyut.

Bandung also offers a lot of local attractions like Jaipongan dance and Suling Bamboo. The traditional hilly landscape view, also with a lot of new buildings create a dramatically steetscape. I just can't stand with the crowded traffic in the street there.

I hope one day sutra will provide many of vacation in around of word.

Thanks Norul Azera

Third letter

Dear Madam Rosidah,

I have to write and thank you for the absolutely, best customer service in your company. As my opinion, in this day and age good customer service is often difficult to find, but in Sutra I feel Sutra one of most excellent customer service.

For example, Sutra staff guide me by smooth spoken, where they give me a suitable suggestion for my holiday trip with my family and give a special offer to me.

Thank you for your excellent customer service. I really appreciate all of your assistance and your promptness.

Regards Maria Clara



Deals Plus The Latest Sutra News "

